

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
Advertiser	().UPTON FOR ALL OF US		& PLACEMENT, 815 SLATER LANE	Sales Office	() PHILADELPHIA
Product	UPTON DOE ALL OF US		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	3239	Agency C/P1/P2/E	226/406/3239		
Buyer	BEN ANGLE	Flight Dates	10/30/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	TU-F	5A-6A		:30	\$150.00	10/30-11/02	4	1	4	\$600.00	
				Buyline Comment: NEWS								
	2	M	5A-6A		:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
				Buyline Comment: NEWS								
	3	TU-F	6A-7A		:30	\$400.00	10/30-11/02	8	1	8	\$3,200.00	
				Buyline Comment: NEWS								
	4	M	6A-7A		:30	\$400.00	11/05-11/05	0	0	0	\$0.00	
				Buyline Comment: NEWS 2X NA, MG BY MG GROUP								
	5	TU-F	7A-9A		:30	\$650.00	10/30-11/02	3	1	3	\$1,950.00	
				Buyline Comment: TODAY SHOW 1X NA - MG BY MG GROUP								
	6	M	7A-9A		:30	\$650.00	11/05-11/05	0	0	0	\$0.00	
				Buyline Comment: TODAY SHOW 1X NA - MG BY MG GROUP								
	7	SA	6A-7A		:30	\$150.00	11/03-11/03	2	1	2	\$300.00	
				Buyline Comment: NEWS								
	8	SA	7A-8A		:30	\$275.00	11/03-11/03	1	1	1	\$275.00	
				Buyline Comment: NEWS 1X NA 11/3 - MG BY MG GROUP								
	9	SA	8A-10A		:30	\$375.00	11/03-11/03	2	1	2	\$750.00	
				Buyline Comment: SAT TODAY								

Station WOOD-TV GRAND RAPIDS, MI.					Agency () NATIONAL MEDIA RESEARCH PLANNNING			Rep Firm				
Advertiser ().UPTON FOR ALL OF US					& PLACEMENT, 815 SLATER LANE			Sales Office () PHILADELPHIA				
Product UPTON DOE ALL OF US					ALEXANDRIA, VA 22314			Salesperson () IAN AMBRON				
Estimate# 3239					Agency C/P1/P2/E 226/406/3239			Salesperson Phone# 215-567-6005				
Buyer BEN ANGLE					Flight Dates 10/30/2012 - 11/06/2012			Salesperson FAX# 215-525-9757				
Phone#					Hiatus Weeks							
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	10	SU	6A-7A		:30	\$125.00	11/04-11/04	2	1	2	\$250.00	
				Buyline Comment: NEWS								
	11	SU	7A-8A		:30	\$250.00	11/04-11/04	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	12	SU	8A-9A		:30	\$600.00	11/04-11/04	0	0	0	\$0.00	
				Buyline Comment: SUN TODAY								
				1X NA/ - SPT MG BY MG GROUP								
	13	TU-F	12P-1P		:30	\$225.00	10/30-11/02	3	1	3	\$675.00	
				Buyline Comment: NEWS								
				1X NA 11/2 - MG BY MG GROUP								
	14	M	12P-1P		:30	\$225.00	11/05-11/05	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				1X NA 11/5- MG BY MG GROUP								
	15	TU-F	530P-6P		:30	\$675.00	10/30-11/02	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				SPOTS N/A								
	16	M	530P-6P		:30	\$675.00	11/05-11/05	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				1X NA 11/5- MG BY MG GROUP								
	17	TU-F	6P-630P		:30	\$1,125.00	10/30-11/02	2	1	2	\$2,250.00	
				Buyline Comment: NEWS								
				1X NA 10/31- MG BY GROUP								
	18	M	6P-630P		:30	\$1,125.00	11/05-11/05	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				1X NA 11/5- MG BY MG GROUP								
	19	SA	6P-630P		:30	\$400.00	11/03-11/03	0	0	0	\$0.00	
				Buyline Comment: NEWS								

3 of 7

1/30/2012 11:02 AM

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	20	SA	630P-7P		:30	\$375.00	11/03-11/03	0	0	0	\$0.00	
		Buyline Comment: MARANDA: WHERE U LIVE										
	21	SA	330P-7P		:30	\$450.00	11/03-11/03	2	1	2	\$900.00	
		Buyline Comment: COLLEGE FOOTBALL										
	22	SU	7P-8P		:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
		Buyline Comment: FOOTBALL NIGHT IN AMER										
	23	TU-F	11P-1135P		:30	\$900.00	10/30-11/02	4	1	4	\$3,600.00	
		Buyline Comment: LATE NEWS										
	24	M	11P-1135P		:30	\$900.00	11/05-11/05	0	0	0	\$0.00	
		Buyline Comment: LATE NEWS 1X NA 11/5- MG BY MG GROUP										
	26	SU	1130P-12A		:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
		Buyline Comment: LATE NEWS										
	27	TU-F	1135P-1235A		:30	\$300.00	10/30-11/02	0	0	0	\$0.00	
		Buyline Comment: TONIGHT SHOW 4X NA - SPOTS MDGD BY MG GROUP										
	28	M	1135P-1235A		:30	\$300.00	11/05-11/05	0	0	0	\$0.00	
		Buyline Comment: TONIGHT SHOW NA SPOT MG BY MG GROUP										
	29	SA	1130P-1A		:30	\$600.00	11/03-11/03	1	1	1	\$600.00	
		Buyline Comment: SNL										
	30	SU	6P-7P		:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
		Buyline Comment: NEWS										

Last Received: 11/30/2012 11:02 AM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	().UPTON FOR ALL OF US
Product	UPTON DOE ALL OF US
Estimate#	3239
Buyer	BEN ANGLE
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 226/406/3239
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
	31	TU-F	7P-730P		:30	\$450.00	10/30-11/02	0	0	0	\$0.00		
			Buyline Comment: INSIDE EDITION 4X NA - MG BY MG GROUP										
	32	M	7P-730P		:30	\$450.00	11/05-11/05	0	0	0	\$0.00		
			Buyline Comment: INSIDE EDITION 1X NA - MG BY MG GROUP										
	35	SA	7P-8P		:30	\$150.00	11/03-11/03	0	0	0	\$0.00		
			Buyline Comment: ACCESS HOLLYWOOD 1X NA 11/3 DUE PRG CHA - MG BY MG GROUP										
	36	TU-F	9A-10A		:30	\$300.00	10/30-11/02	0	0	0	\$0.00		
			Buyline Comment: TODAY 1X 11/2 NA										
	37	TU-F	10A-11A		:30	\$200.00	10/30-11/02	1	1	1	\$200.00		
			Buyline Comment: TODAY										
	38	TU-F	430A-459A		:30	\$25.00	10/30-11/02	1	1	1	\$25.00		
			Buyline Comment: NEWS										
	39	SU	12A-1230A		:30	\$250.00	11/04-11/04	1	1	1	\$250.00		
			Buyline Comment: THE OT										
	40	TU-F	530P-6P		:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00		
			Buyline Comment: NEWS MKGD FOR SPOTS N/A LN 15										
	41	TU-F	7A-9A		:30	\$650.00	10/30-11/02	1	1	1	\$650.00		
			Buyline Comment: TODAY SHOW MKGD FOR SPOTS N/A LN 15										
	42	TU-F	430A-459A		:30	\$50.00	10/30-11/02	1	1	1	\$50.00		
			Buyline Comment: NEWS MKGD FOR SPOTS N/A LN 15										

Last Received: 11/30/2012 11:02 AM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	().UPTON FOR ALL OF US
Product	UPTON DOE ALL OF US
Estimate#	3239
Buyer	BEN ANGLE
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 226/406/3239
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	43	F	8P-9P	NBC SEPECIAL	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
		Buyline Comment: PART OF MKGD GRP FOR VERSIONS 6,8,10										
	44	SA	11P-1130P	LATE NEWS	:30	\$1,450.00	11/03-11/03	1	1	1	\$1,450.00	
		Buyline Comment: PART OF MKGD GRP FOR VERSIONS 6,8,10										
	45	SA	7P-8P	NEWS	:30	\$900.00	11/03-11/03	0	0	0	\$0.00	
		Buyline Comment: PART OF MKGD GRP FOR VERSIONS 6,8,10-PER V.10 SPT DIDN'T AIR										
	46	SA	9P-10P	CHICAGO FIRE	:30	\$825.00	11/03-11/03	1	1	1	\$825.00	
		Buyline Comment: PART OF MKGD GRP FOR VERSIONS 6,8,10										
	47	SA	10P-11P	L&O	:30	\$825.00	11/03-11/03	1	1	1	\$825.00	
		Buyline Comment: PART OF MKGD GRP FOR VERSIONS 6,8,10										
	48	SA	8P-9P	BREEDERS CUP	:30	\$825.00	11/03-11/03	1	1	1	\$825.00	
		Buyline Comment: PART OF MKGD GRP FOR VERSIONS 6,8,10										
	49	SA	330P-7P	NOTRE DAME	:30	\$450.00	11/03-11/03	1	1	1	\$450.00	
		Buyline Comment: PART OF MKGD GRP FOR VERSIONS 6,8,10										
	50	M	430A-459A	430A NEWS	:30	\$50.00	11/05-11/05	1	1	1	\$50.00	
		Buyline Comment: PART OF MKGD GRP FOR VERSIONS 6,8,10										
	51	M	8P-10P	THE VOICE	:30	\$4,000.00	11/05-11/05	1	1	1	\$4,000.00	
		Buyline Comment: PART OF MGD GROUP										
	52	M	135A-205A	LAST CALL	:30	\$50.00	11/05-11/05	1	1	1	\$50.00	
		Buyline Comment: PART OF MGD GROUP										
	53	SA	8A-10A	SAT TODAY	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
		Buyline Comment: PART OF MGD GROUP										

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .UPTON FOR ALL OF US

Product UPTON DOE ALL OF US

Estimate# 3239

Buyer BEN ANGLE

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 226/406/3239

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	54	SU	12A-1230A	SPORTS OVERTIME	:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
			Buyline Comment: PART OF MGD GROUP									
	55	M	1235A-135A	FALLON	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	
			Buyline Comment: PART OF MGD GROUP									
	56	TU	6A-7A	6A NEWS	:30	\$650.00	11/06-11/06	1	1	1	\$650.00	
			Buyline Comment: MG FOR VER6 MG 11/3 7-8P(\$900 LN 45)									
	57	TU	5A-6A	5A NEWS	:30	\$250.00	11/06-11/06	1	1	1	\$250.00	
			Buyline Comment: MG FOR VER6 MG 11/3 7-8P(\$900 LN 45)									
	58	TU	10A-11A	TODAY 3	:30	\$400.00	11/06-11/06	1	1	1	\$400.00	
			Buyline Comment: ADDED PER VER 12									

---REPORT TOTALS---

Report Totals: 61 / \$33,725.00

---SALES MONTHLY TOTALS---

Nov 12: 61 / \$33,725.00

Sales Totals: 61 / \$33,725.00

Station Totals: 61 / \$33,725.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$33,725	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

Books null

Demos RA35+

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
Advertiser	() .UPTON FOR ALL OF US		& PLACEMENT, 815 SLATER LANE	Sales Office	() PHILADELPHIA
Product	UPTON DOE ALL OF US		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	3239	Agency C/P1/P2/E	226/406/3239		
Buyer	BEN ANGLE	Flight Dates	10/30/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CREDIT RISK ---
CASH IN ADVANCE